

NATIONAL TRANSPORTATION SAFETY BOARD

PUBLIC FORUM ON MOTORCYCLE SAFETY

RIDER IMPAIRMENT

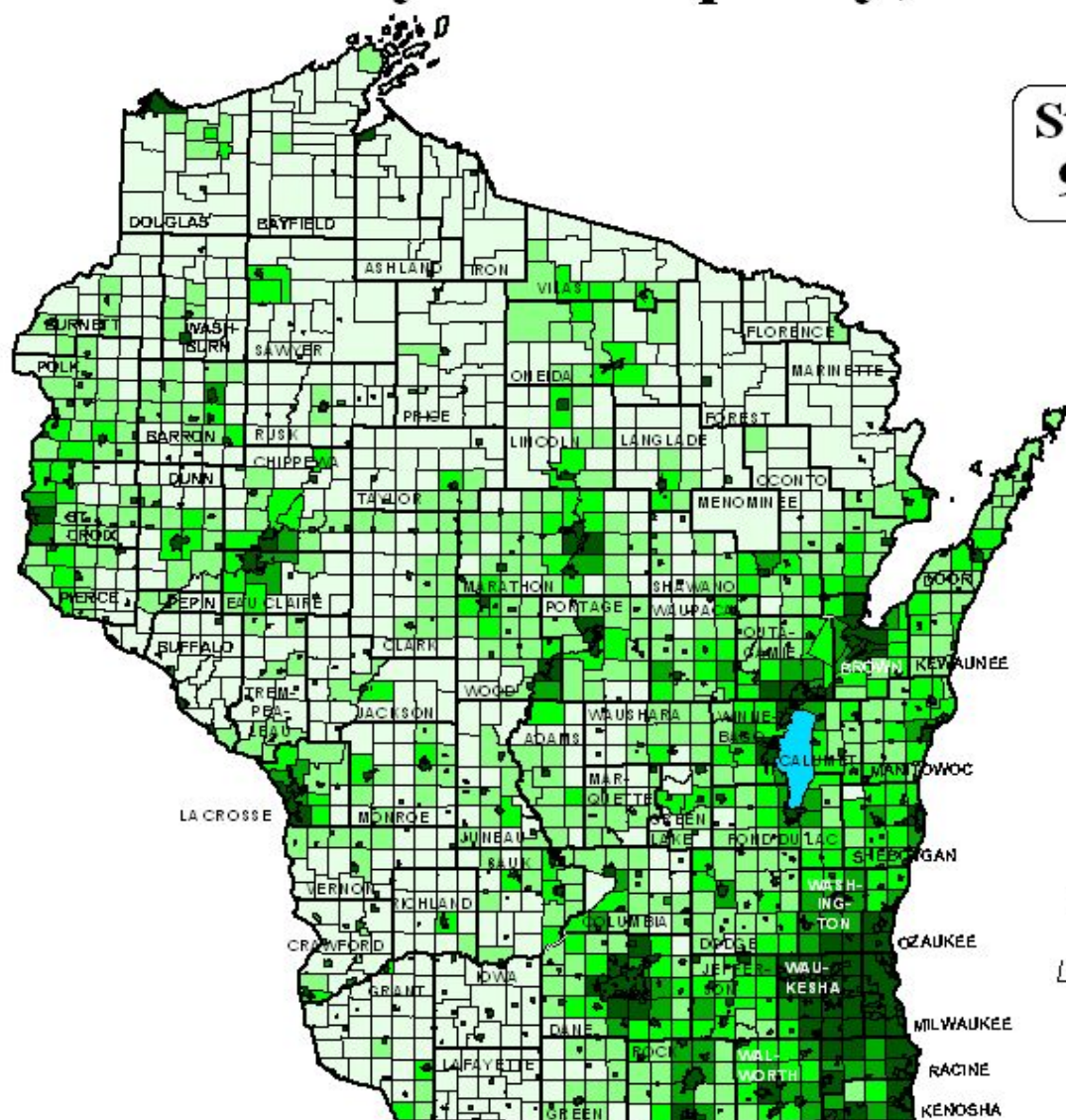


*Major Daniel W. Lonsdorf
Director, Transportation Safety
Wisconsin DOT, State Patrol*



Estimated Population Density in Wisconsin, by Municipality, January 2000

**State Estimated Density, 2000:
97.7 persons per square mile**



Density Per Square Mile



*Sources of data: WI Demographic Services Center,
January 2000 Population Estimates; WI Office of
Land Information Services, 1998 Land Area by MCD*

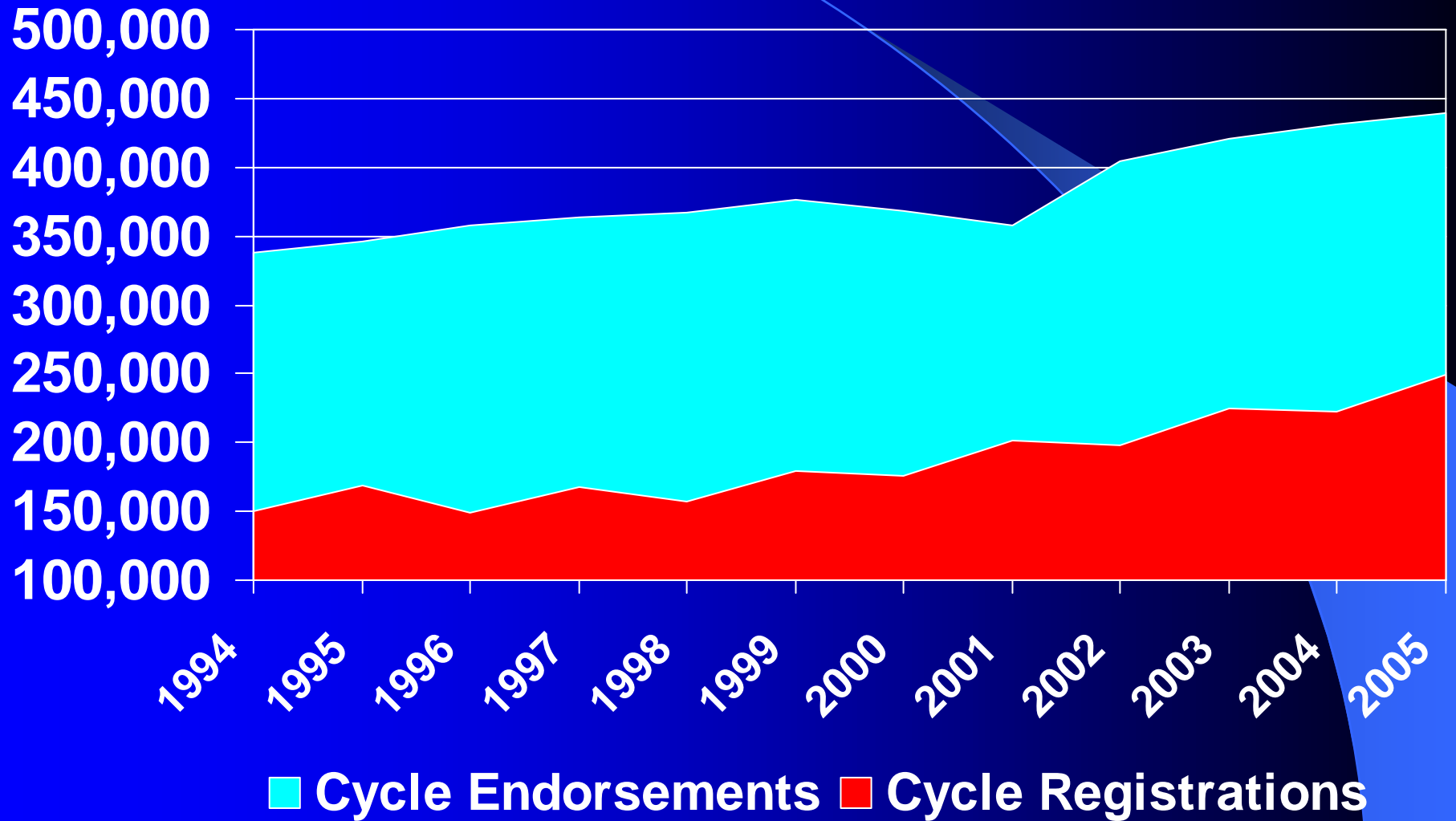
Map prepared by WI Demographic Services
Center, October 2000

SCOPING

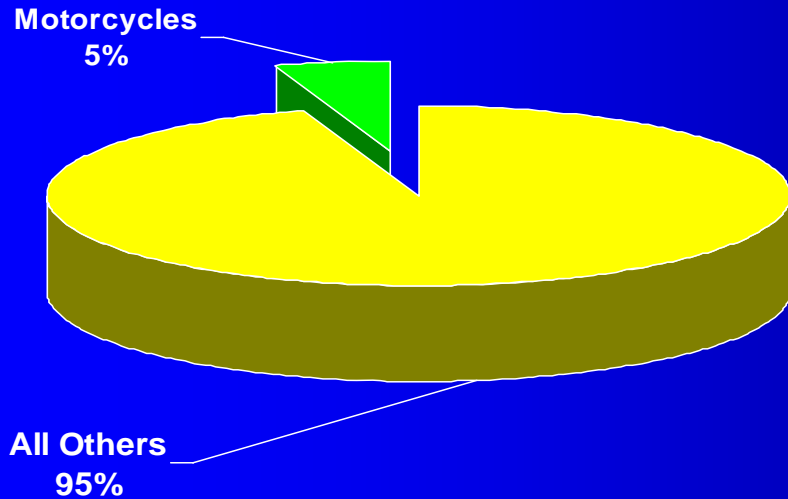
Drunk Driving - 2005

- 42% of all Fatalities – Alcohol-Related
- 340 Deaths
- 42,000 Arrests
 - .16% Average BAC
- Estimated 6-8 Million Drivers Uncaught
 - Average 23,000 per Day
 - 1 in every 740 (impaired)

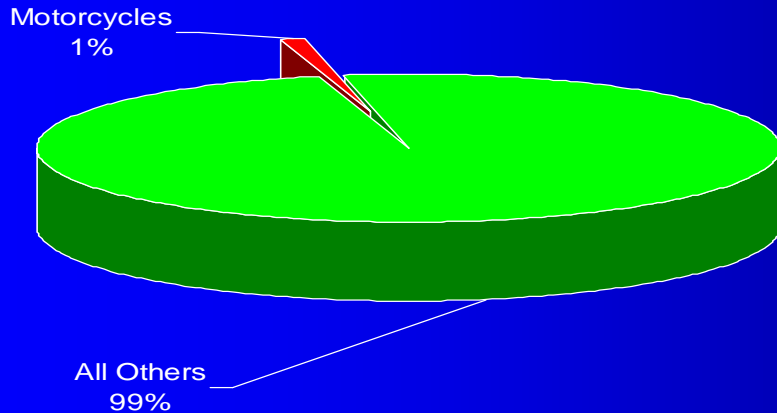
Motorcycle Popularity



Vehicle Registrations

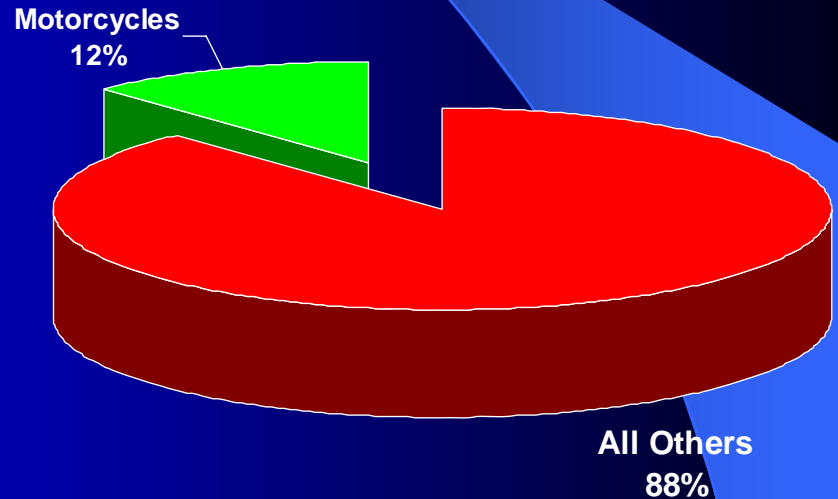


Vehicle Miles Traveled



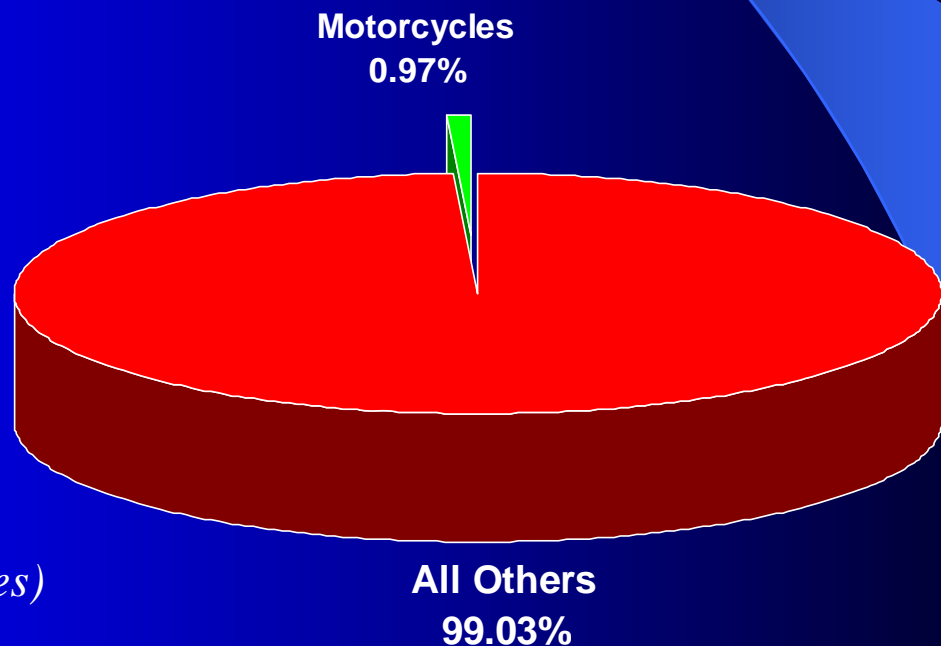
Motorcycle Exposure

Highway Deaths



CYCLE RIDERS AS A PERCENTAGE OF ALL IMPAIRMENT ARRESTS

DUI Arrests - 2005



Total DUI Arrests

Motorcycles: 408

(Includes 168 arrests after crashes)

All Others: 41,620

CHALLENGES

- Separating Riders from Their Bike
- The Ride is the Reason they Ride
 - Consider the Ride, not the Destination
 - Not so much a Means to Arrive
 - But, rather a Way to get There

BEHAVIORAL CUES

- Weaving – common practice in cycling
- Rapid Acceleration – the nature of cycling
- Abrupt Deceleration – also common
- Wide Turns – based on rider experience

COMMON TRAITS OF DRUNK DRIVERS, BUT
COMMON AND NOT NECESSARILY
INDICATIVE OF IMPAIRMENT IN M/C RIDERS

OBSERVATIONAL CUES

- Odor – open air verses passenger compartment
- Alertness – Riding breeds attentiveness
- Balance – mounted riding position creates clumsiness in dismount

CUES MAY BE PRESENT, BUT OVERLOOKED
OR DISCOUNTED

(more often the not, stopped for speeding)

CHALLENGES

- Developing Viable Alternatives
- Social Marketing
 - The Alternative Must be more Appealing than the Mainstay
- Breaking Product Loyalty Toward Riding & Alcohol
 - Organized Rides
 - Watering Holes/Event Destinations

Strategies

-Social Marketing-

- Target Rider Events and Gathering Places
- Festivals, Fairs, Open Houses & Rides
 - Poker Runs – Alternatives to tavern stops
 - Non-alcoholic options, sponsorship
 - Casual restaurants instead of taverns
 - Convenience stores instead of taverns
 - Develop incentives to patronize – discounts
 - Must feel welcome
 - Zero-Tolerance Hog Chapter Rides

Strategies

-Education & Enforcement-

- Go to Where They Gather (events)
- Utilize Trained Police Motor Officers
 - Use Partnerships to Obtain an Invitation
 - Set up a Booth
 - Provide Onsite Demonstrations
 - Safety Tips – Open Dialogue
 - Interactive Audience Participation

Strategies

-Education & Enforcement-



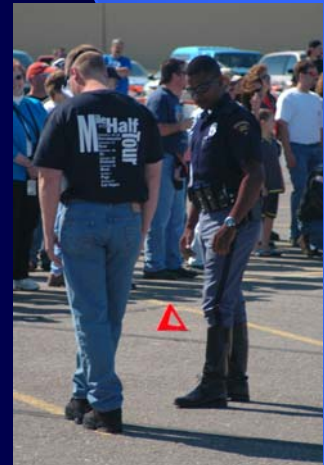
Stress Partnerships in
Survival, not You
Verses Them



Strategies

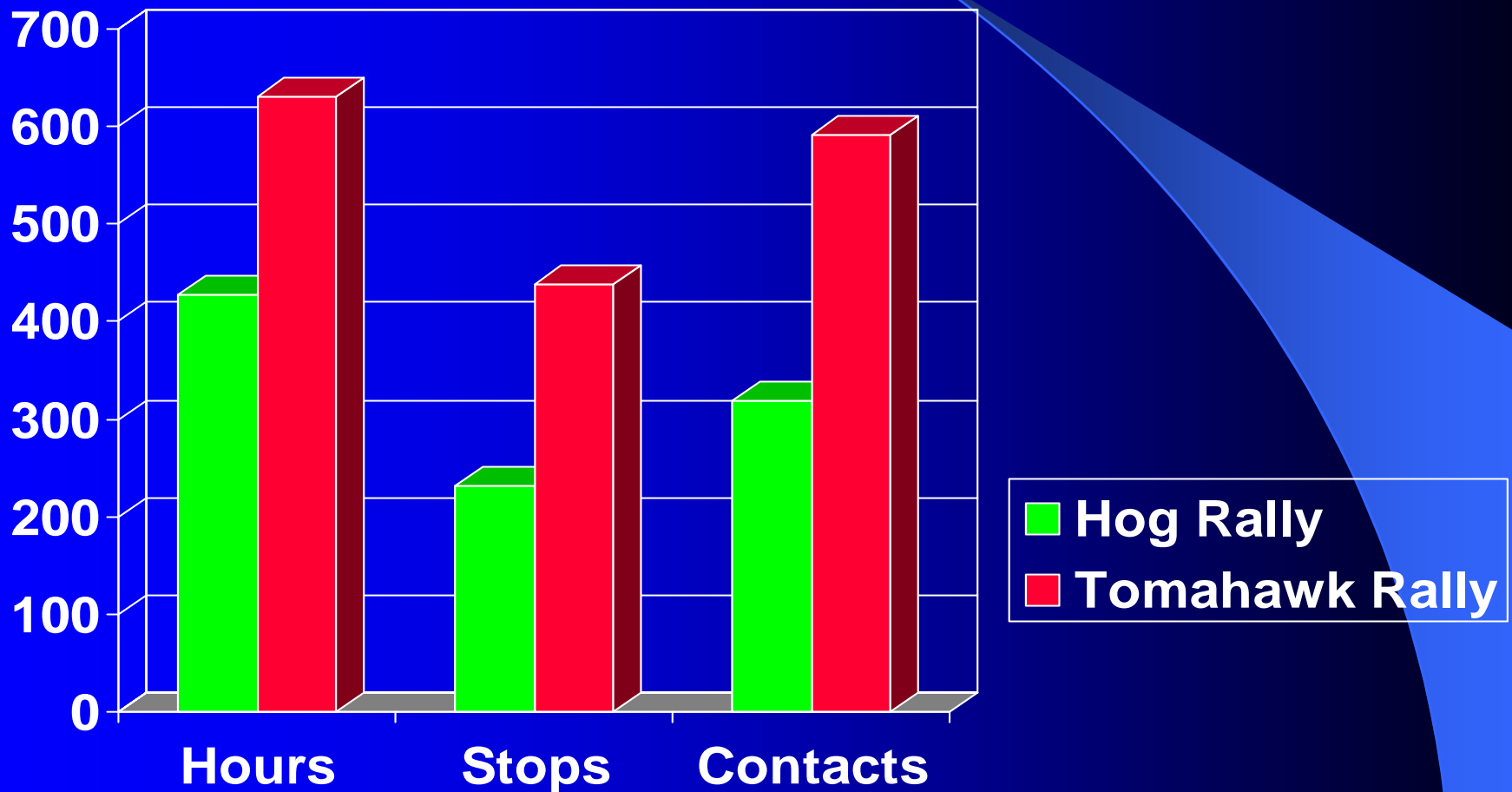
-Education & Enforcement-

- Combine the Education with Enforcement
- Utilize Trained Police Motor Officers
- Along with Regular Police Patrols
 - Saturate the Event Area with Aggressive Patrols
 - Write Grant Language Covering Zero Tolerance
 - Establish Nearby and Secure Lodging for Officers
 - Heavily Promote & Advertise the Patrols
 - Encourage all earned media
 - Media will find you
 - Follow-up to media with total event contacts & activities



2005 MAJOR M/C EVENTS

-Police Patrol Outputs-



Funds Expended: \$33,695

OUTCOMES

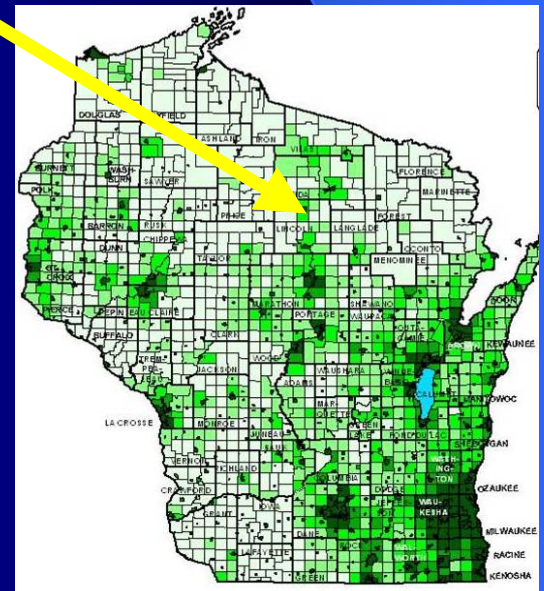
Tomahawk Fall Color Rally

Lincoln County, Wisconsin

- 2001 – Base Year
 - 15 Cycle Crashes
 - 4 Fatalities
 - 20 Injuries (6 serious)
- Since (Average per Year)
 - 5 Cycle Crashes
 - 0 Fatalities
 - 6 Injuries (2 serious)

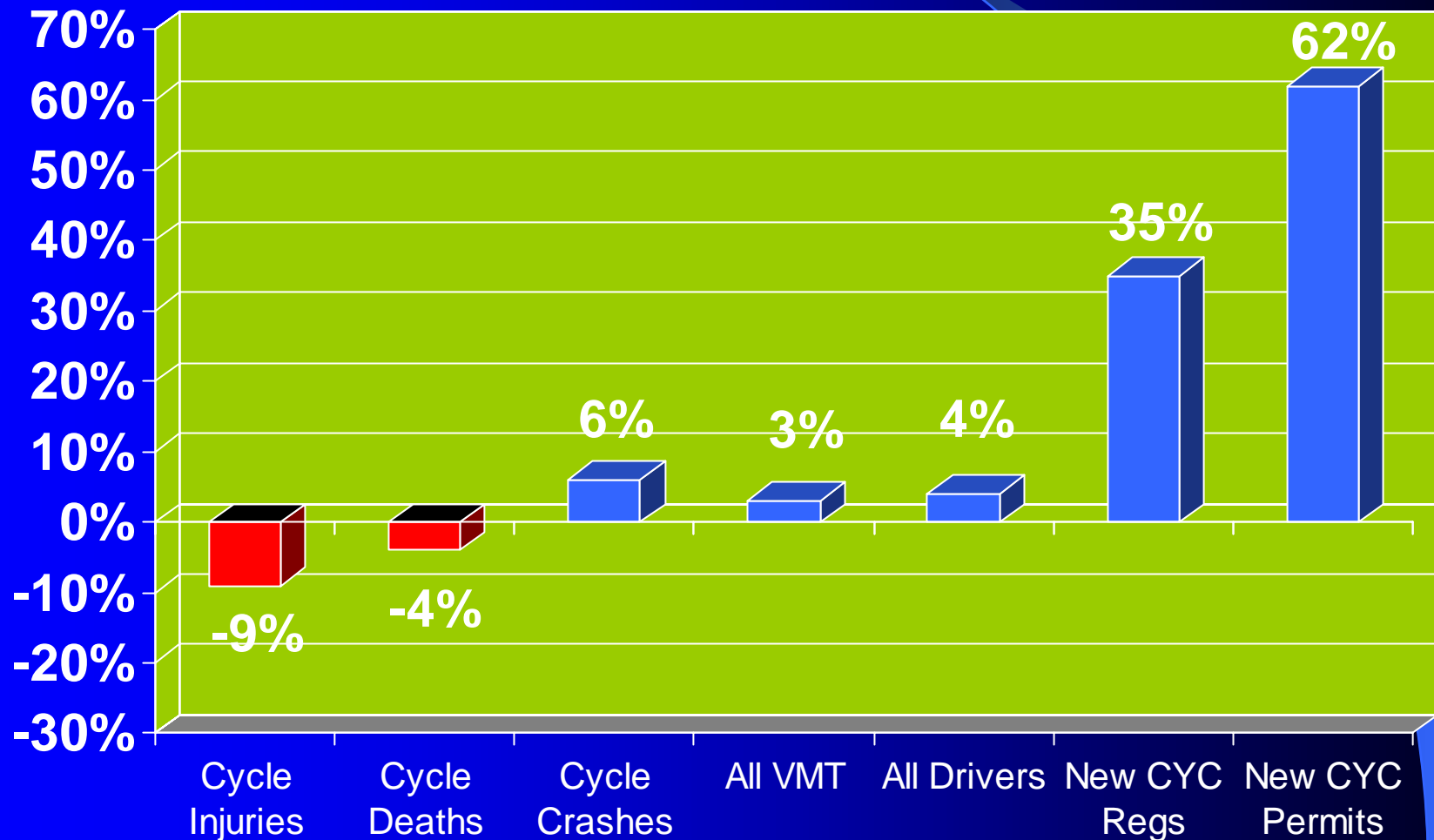
Average
Attendance: 45,000

Mid-September
Event



OUTCOMES (Statewide)

-Three Year Trends-



Thank You



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